acter data on the first part of the display image screen after the first part of the character data extracted by the first character data extracting means has been displayed on the first part of the character data extracted by the first character data extracting means has been displayed on the first part of the display image screen, and the second part of the stored character data extracted by the second character data extracting means is, in turn, displayed onto the second part of the road network data on the second part of the display image screen after the second part of the stored road network data extracted by the second road network data extracting means has been displayed on the second part of the display image screen.

16. An apparatus for navigating a vehicle using a display unit as claimed in claim 15, wherein the first part of the display image screen corresponds to a part of the road map ranging from the present position of the vehicle to a predetermined distance away from the set destination and the second part of the display image screen corresponds to the remaining part of the road map ranging from the predetermined distance to the set destination and wherein said character data include names of places.

17. An apparatus for navigating a vehicle using a display unit as claimed in claim 11, which further comprises:

g) bird's eye view generating means for generating a plurality of bird's eye views each achieved when the bird's eye as a viewing point is placed on an upper sky located in the direction opposite to the set destination with the present position of the vehicle as the reference and the road map surrounding the set route of travel is being looked down over from the viewing point and each bird's eye view having either of a different line of sight toward the set destination or a different height to the earth; and

h) bird's eye view selecting means for selecting one of the prepared bird's eye views which is to be displayed on the display image screen by said display image control means according to on which the bird's eye view a longest distance of the set route of travel is to be displayed.

18. An apparatus for navigating a vehicle using a display unit as claimed in claim 17, wherein said bird's eye view generating means generates a plurality of bird's eye views having a respectively different line of sight, said bird's eve view selecting means derives a total value (Lθ), equal to the sum of the length of each route link between nodes on the set route of travel displayed on the respective bird's eye view, for each different line of sight and said bird's eye view selecting means selects one of the respective bird's eye views as being one of the lines of sight in the direction through which the total value (Lθ) is a maximum.

19. An apparatus for navigating a vehicle using a display unit as claimed in claim 11, wherein the display unit is a full color display unit, and wherein said display image control means controls the image to be displayed on the display image screen in the form of the desired bird's eye view such that the roads transformed into the bird's eye view are displayed on the display image screen in different display colors according to ranks of roads on the road map.

20. An apparatus for navigating a vehicle using a display unit as claimed in claim 19, which further comprises:

g) grid line painting means for painting grid lines having any one of the same class of colors as that to which the display color of at least one rank of the roads on the road map to be displayed on the display image screen of the display unit in the form of the bird's eye view belongs.

21. An apparatus for navigating a vehicle using a display unit as claimed in claim 20, wherein said display image control means displays the roads in the bird's eye view according to a predetermined display priority order on each rank of the roads including the set route of travel and said grid line painting means paints the grid lines with any one of the same class of colors as that to which the display of one of the roads having a lowest priority order of the predetermined display priority order belongs.

22. An apparatus for navigating a vehicle using a display unit as claimed in claim 19, which further comprises:

g) grid line painting means for painting grid lines on the road map so that each crossing point of the grid lines has any one of the same class of colors as that to which the display color of at least one rank of the roads belongs.

23. An apparatus for navigating a vehicle using a display unit as claimed in claim 22, wherein said display image control means displays the roads in the bird's eye view according to a predetermined display priority order on each rank of the roads including the set route of travel, and said grid line painting means paints the grid lines with any one of the same class of colors as that to which the display order of one of the roads having a lowest priority order of the predetermined display priority order belongs.

24. An apparatus for navigating a vehicle using a display unit as claimed in claim 19, which further comprise: g) background painting means for painting a background of the road map in any one of the same class of colors as that to which the display color of at least one rank of the roads belongs.

25. An apparatus for navigating a vehicle using a display unit as claimed in claim 24, wherein said display image control means displays the roads according to a predetermined display priority order for each rank of the roads, and said background painting means paints the background in any one of the classes of colors as that to which the display order of one of the roads having a lowest priority order for each rank of the roads belongs.

26. An apparatus for navigating a vehicle using a display unit as claimed in claim 19, which further comprises: g) background painting means for painting a background of the road map displayed on the display image screen by changing the display colors incrementally in a stepwise manner as the part of the road map image displayed becomes nearer to the destination so that a background color of a part of the road map which is remote from the present position of the vehicle belongs to the same class of colors as the display color to which at least one rank of the roads belongs.

27. An apparatus for navigating a vehicle using a display unit as claimed in claim 26, wherein said display image control means displays the roads according to a predetermined display priority order for each rank of the roads, and said background painting means paints the background with any one of the same class of colors as that to which the display of the predetermined display priority order for each rank of the roads belongs.

28. An apparatus for navigating a vehicle using a display unit as claimed in claim 19, which further comprises: g) dots painting means for painting a plurality of background dots having at least one of the same classes of colors as those to which the display color of at least one rank of the roads belongs so that the dots which are present on a part of the road map, the part surrounding the present position of the vehicle, becomes coarse and those on another part of the road map which is remote from the present position of the vehicle becomes fine.